

City: Campbell



Daniel Pizano

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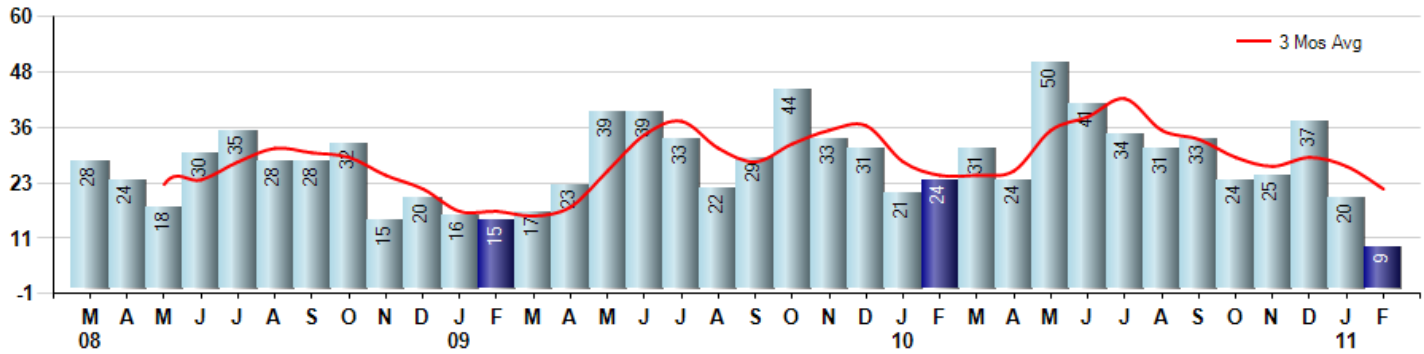
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$559,000	↑		↓				
Average List Price of all Current Listings	\$567,462	↔		↓				
February Median Sales Price	\$540,000	↓	↓	↓	↓	\$606,000	↑	↑
February Average Sales Price	\$552,111	↓	↓	↓	↓	\$673,338	↑	↑
Total Properties Currently for Sale (Inventory)	121	↑		↑				
February Number of Properties Sold	9	↓		↓		29	↓	
February Average Days on Market (Solds)	87	↑	↑	↑	↑	83	↑	↑
Asking Price per Square Foot (based on New Listings)	\$416	↑	↑	↑	↑	\$411	↑	↑
February Sold Price per Square Foot	\$355	↓	↓	↓	↓	\$384	↓	↓
February Month's Supply of Inventory	13.4	↑	↑	↑	↑	9.5	↑	↑
February Sale Price vs List Price Ratio	96.9%	↓	↔	↓	↓	96.6%	↓	↓

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

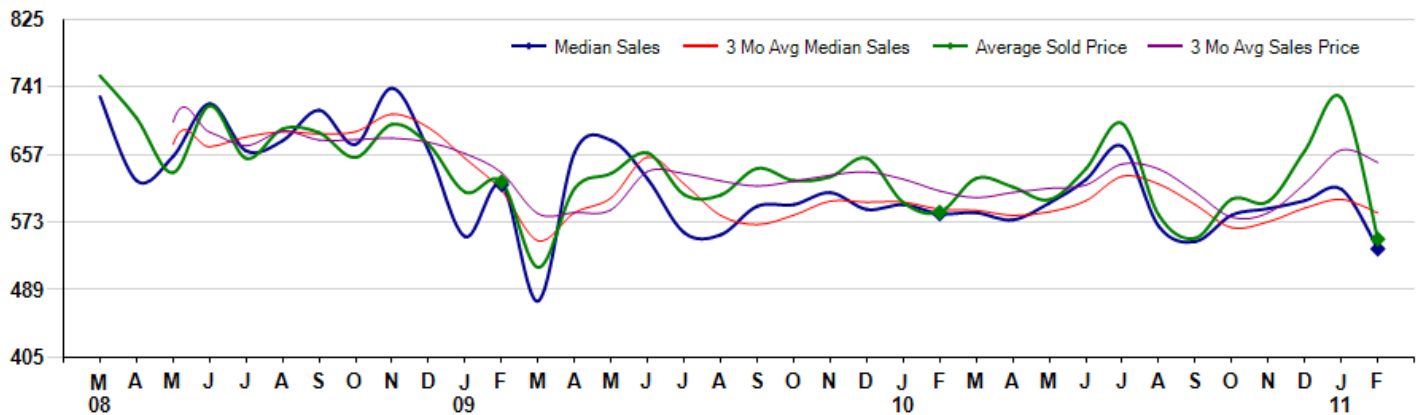
February Property sales were 9, down -62.5% from 24 in February of 2010 and -55.0% lower than the 20 sales last month. February 2011 sales were at their lowest level compared to February of 2010 and 2009. February YTD sales of 29 are running -35.6% behind last year's year-to-date sales of 45.



Prices

The Median Sales Price in February was \$540,000, down -7.5% from \$583,625 in February of 2010 and down -12.1% from \$614,250 last month. The Average Sales Price in February was \$552,111, down -5.7% from \$585,615 in February of 2010 and down -24.1% from \$727,890 last month. February 2011 ASP was at the lowest level compared to February of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from MLSListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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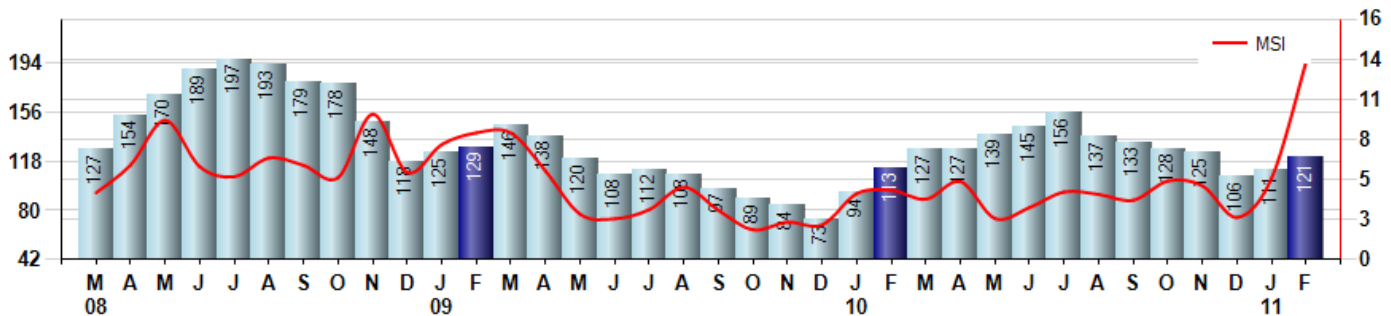
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 121, up 9.0% from 111 last month and up 7.1% from 113 in February of last year. February 2011 Inventory was at a mid range compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 13.4 months was at its highest level compared with February of 2010 and 2009.

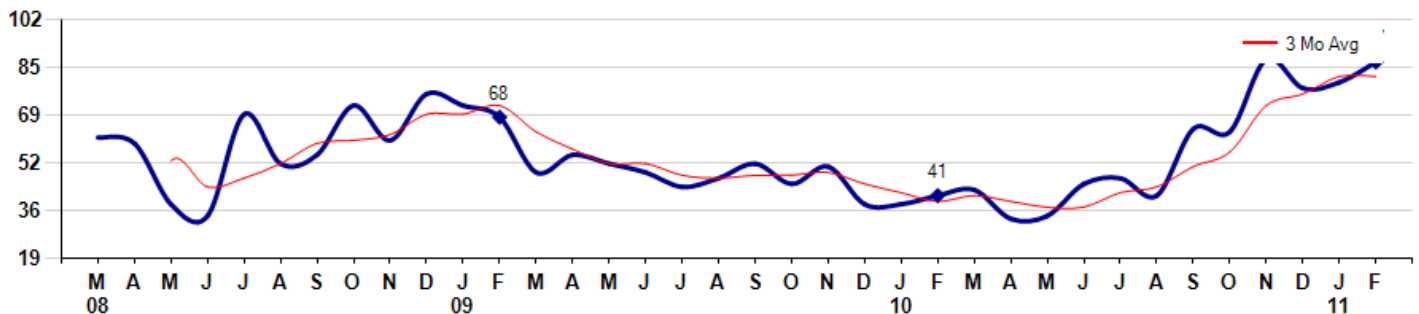
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market (DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for February was 87, up 8.7% from 80 days last month and up 112.2% from 41 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.

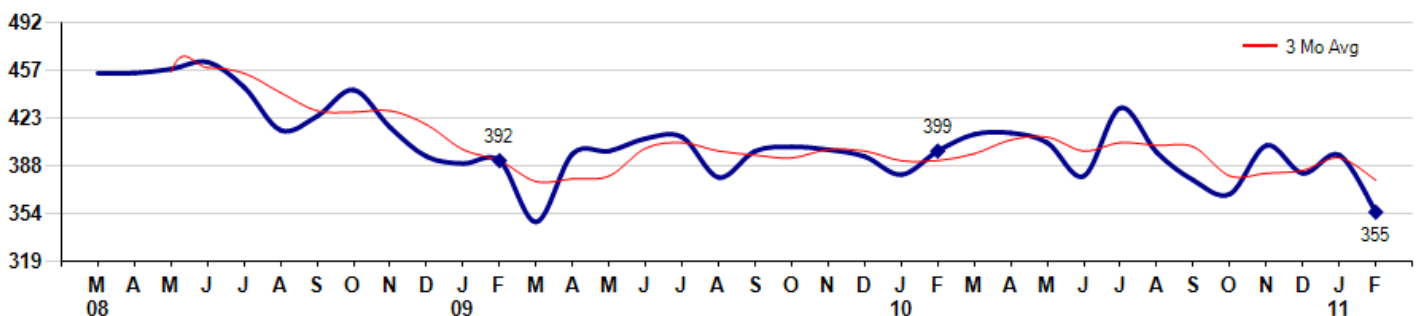
Average Days on Market (Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The February 2011 Selling Price per Square Foot of \$355 was down -10.4% from \$396 last month and down -11.0% from \$399 in February of last year.

Average Selling Price per Square Foot for properties that sold during the month



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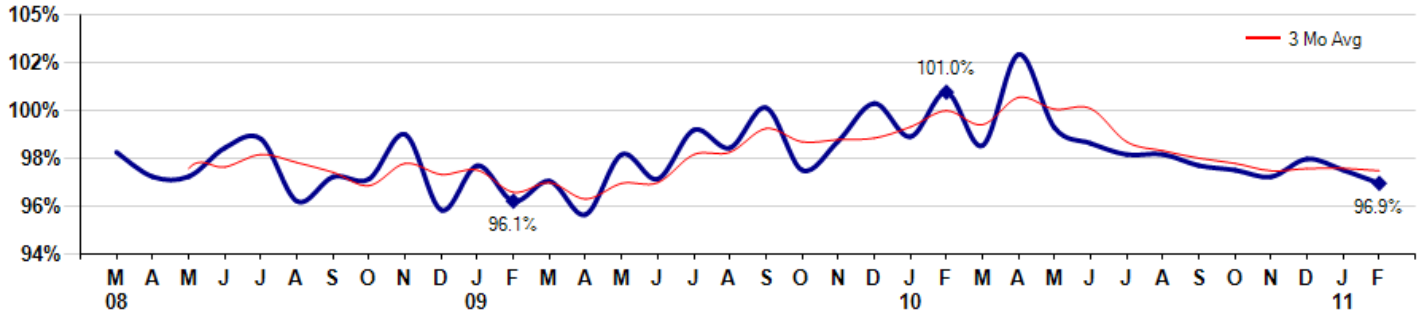


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Selling Price vs Original Listing Price

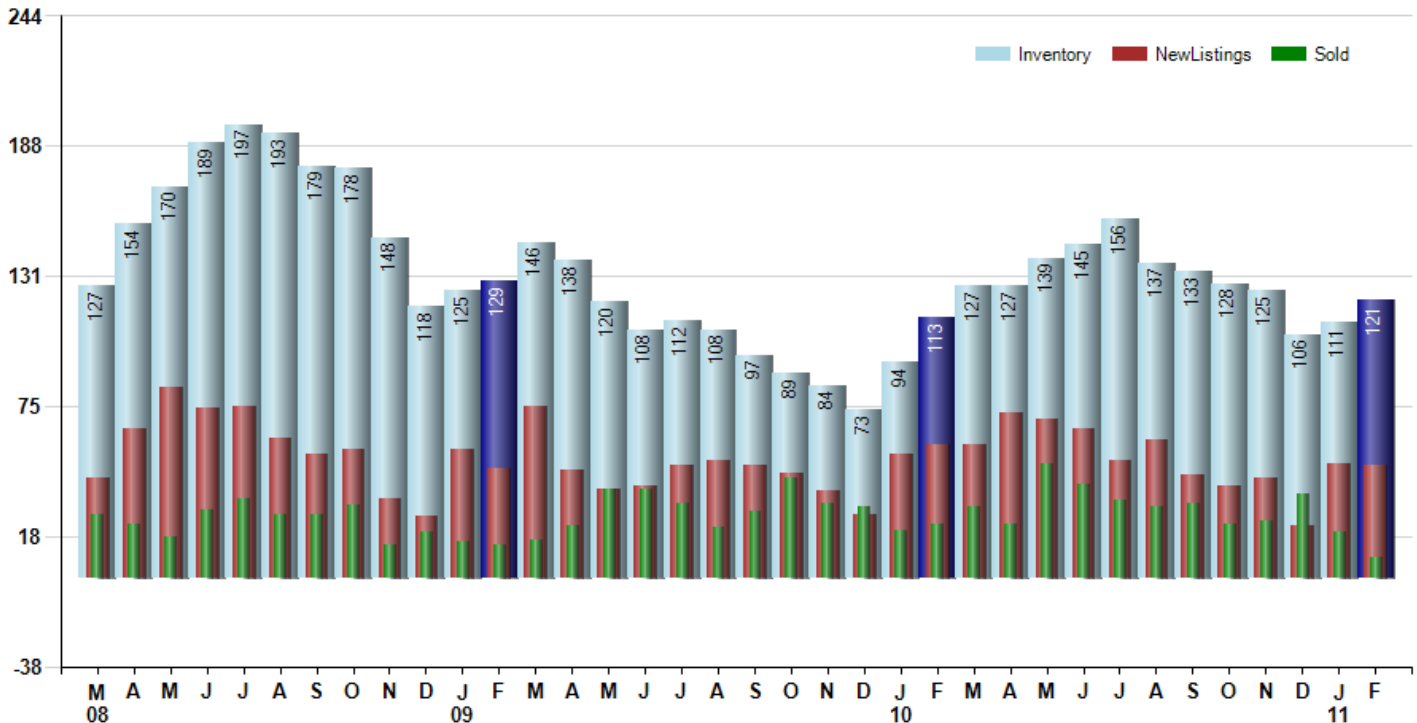
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 96.9% was down from 97.5% last month and down from 101.0% in February of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in February 2011 was 49, down -2.0% from 50 last month and down -15.5% from 58 in February of last year.



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MARKET ACTION REPORT

February 2011

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	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Homes Sold	28	24	18	30	35	28	28	32	15	20	16	15	17	23	39	39	33	22	29	44	33	31	21	24	31	24	50	41	34	31	33	24	25	37	20	9
3 Mo. Roll Avg			23	24	28	31	30	29	25	22	17	17	16	18	26	34	37	31	28	32	35	36	28	25	25	26	35	38	42	35	33	29	27	29	27	22

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Median Sale Price	730	625	655	721	662	675	713	670	740	662	555	620	475	660	675	627	560	558	593	595	610	589	595	584	585	576	597	626	668	568	549	582	590	600	614	540
3 Mo. Roll Avg			670	667	679	686	683	686	708	691	652	612	550	585	603	654	621	582	570	582	599	598	598	589	588	582	586	600	630	621	595	566	574	591	601	585

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Inventory	127	154	170	189	197	193	179	178	148	118	125	129	146	138	120	108	112	108	97	89	84	73	94	113	127	127	139	145	156	137	133	128	125	106	111	121
MSI	5	6	9	6	6	7	6	6	10	6	8	9	9	6	3	3	3	5	3	2	3	2	4	5	4	5	3	4	5	4	4	5	5	3	6	13

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Days On Market	61	59	38	34	69	52	55	72	60	76	72	68	49	55	52	49	44	47	52	45	51	38	38	41	43	33	34	45	47	41	64	63	88	78	80	87
3 Mo. Roll Avg			53	44	47	52	59	60	62	69	69	72	63	57	52	52	48	47	48	48	49	45	42	39	41	39	37	37	42	44	51	56	72	76	82	82

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Price per Sq Ft	455	455	458	463	445	414	424	443	416	395	390	392	348	397	399	408	409	380	399	402	400	395	382	399	411	412	405	381	430	398	378	368	403	383	396	355
3 Mo. Roll Avg			456	459	455	441	428	427	428	418	400	392	377	379	381	401	405	399	396	394	400	399	392	392	397	407	409	399	405	403	402	381	383	385	394	378

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Sale to List Price	0.983	0.972	0.972	0.985	0.989	0.961	0.972	0.971	0.991	0.957	0.977	0.961	0.970	0.955	0.982	0.971	0.993	0.985	1.003	0.975	0.988	1.005	0.990	1.010	0.986	1.027	0.994	0.987	0.982	0.982	0.977	0.975	0.972	0.980	0.975	0.969
3 Mo. Roll Avg			0.976	0.976	0.982	0.978	0.974	0.968	0.978	0.973	0.975	0.965	0.969	0.962	0.969	0.969	0.982	0.983	0.994	0.988	0.989	0.989	0.994	1.002	0.995	1.008	1.002	1.003	0.988	0.984	0.980	0.978	0.975	0.976	0.976	0.975

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
New Listings	44	65	83	74	75	61	54	56	35	27	56	48	75	47	39	40	49	51	49	46	38	28	54	58	58	72	69	65	51	60	45	40	44	23	50	49
Inventory	127	154	170	189	197	193	179	178	148	118	125	129	146	138	120	108	112	108	97	89	84	73	94	113	127	127	139	145	156	137	133	128	125	106	111	121
Sales	28	24	18	30	35	28	28	32	15	20	16	15	17	23	39	39	33	22	29	44	33	31	21	24	31	24	50	41	34	31	33	24	25	37	20	9

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Avg Sale Price	755	703	635	718	653	689	685	654	695	670	611	623	517	615	634	659	607	607	640	625	629	653	598	586	628	617	601	640	696	582	553	602	599	662	728	552
3 Mo. Roll Avg			698	685	668	687	675	676	678	673	658	635	584	585	589	636	634	625	618	624	632	636	627	612	604	610	615	619	646	639	610	579	585	621	663	647

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